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MS - 442

IV Semester B.B.M. Examination, May/June 2014
(Repeaters) (2012-13 Only)
BUSINESS MANAGEMENT
Paper – 4.6 : Computer Application in Business

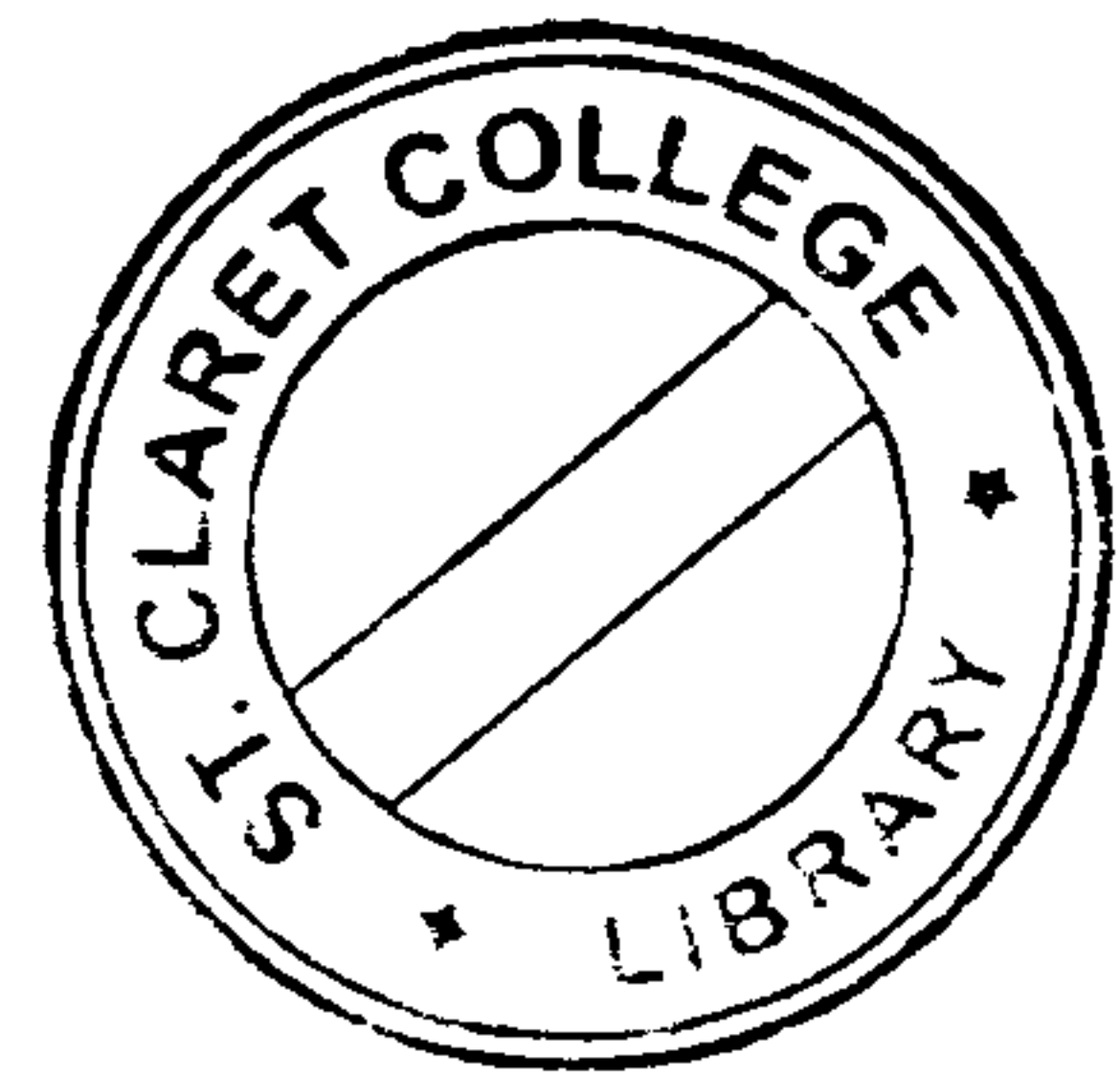
Time : 3 Hours

Max. Marks : 100

Instruction: Answers should be written **completely** in English.

SECTION – A

1. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)
- a) Mention any four applications of internet.
 - b) Define electronic spread sheet.
 - c) What do you mean by word wrapping in MS-Word ?
 - d) What is EFT ?
 - e) Write the meaning of CRM.
 - f) What is cell ?
 - g) Expand URL and http.
 - h) What is Firewall ?
 - i) What do you mean by multimedia system ?
 - j) Who is internet service provider ? Give an example.



SECTION – B

Answer **any three** questions in the following. **Each** question carries **eight** marks. (3×8=24)

- 2. What is voucher ? Explain any 5 types of voucher in tally.
- 3. Briefly explain transaction process system.
- 4. Write a note on DBMS.
- 5. Explain the advantages of Electronic data processing.
- 6. Explain slide animation.

P.T.O.



SECTION – C

Answer **any four** questions. **Each** question carries **fifteen** marks.

(4×15=60)

7. Explain different types of information system in detail.
 8. a) What is CRM ? Write its advantages.
b) Explain B2B and B2C.
 9. Explain the meaning, need, functions, objectives and advantages of MIS.
 10. a) Discuss the text formatting features of MS-Word.
b) Explain the functions of MS-Excel.
 11. a) Write a note on characteristics of e-cash system.
b) Explain the advantages and disadvantages of e-commerce.
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